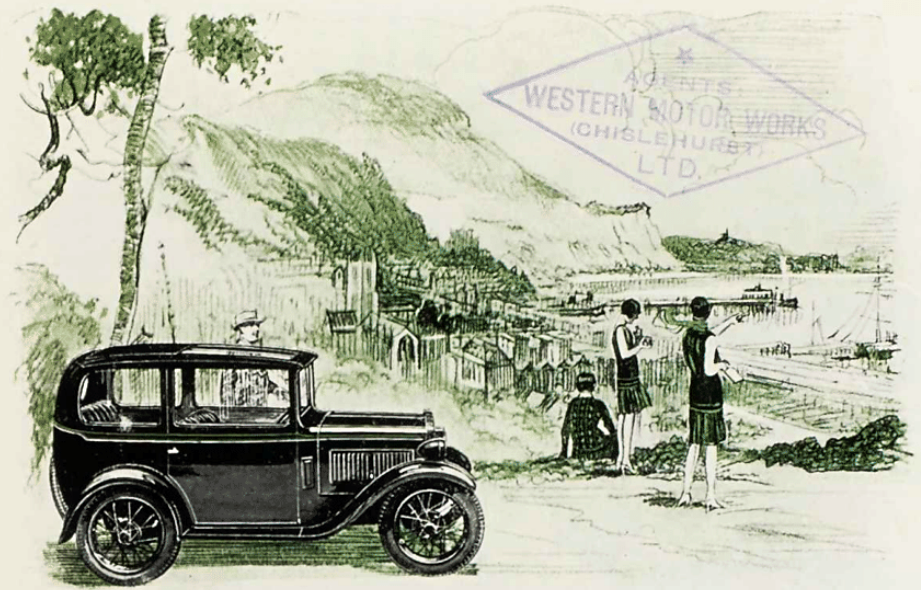


WHY

*The Austin
Seven*

EXCELS



*From every point of view
the man who owns an*
AUSTIN SEVEN
has a pleasing outlook

He has secured a means of transport for himself and others of his family unequalled for economy and unsurpassed for dependability.

The Austin Seven was the first small car so scientifically conceived that it gained a World-wide reputation. Its design is covered by many valuable patents.

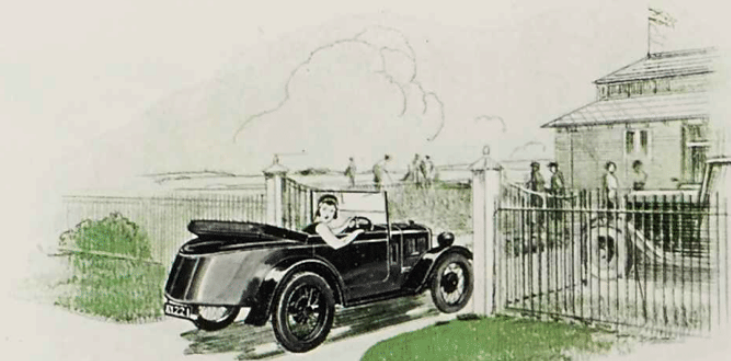
It is the only car to be copied by other manufacturers in this country Germany, France and U.S.A.

It won instant favour everywhere, and secured many trophies and awards in the keenest competitions.

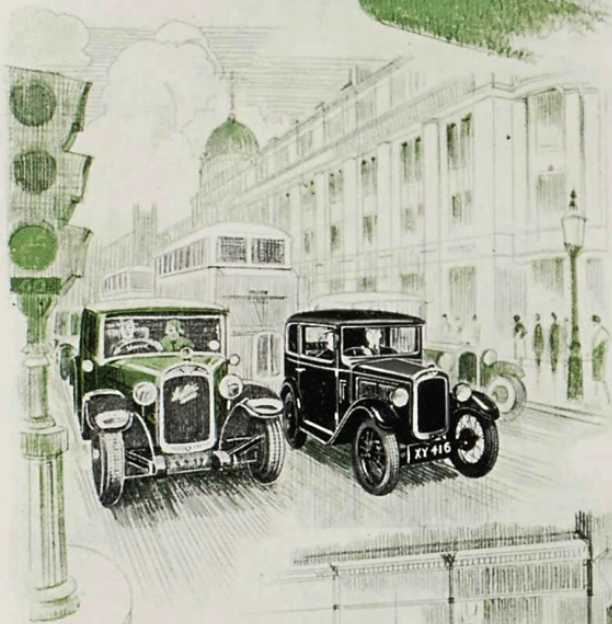
Follow his example! Buy an Austin Seven!

"THE LITTLE FRIEND OF ALL THE WORLD"

HERE space is limited, there the Austin Seven solves an awkward problem. The maximum width is only 4ft. 2ins., and it can be housed at very little expense. With its ample lock and manoeuvrability it can

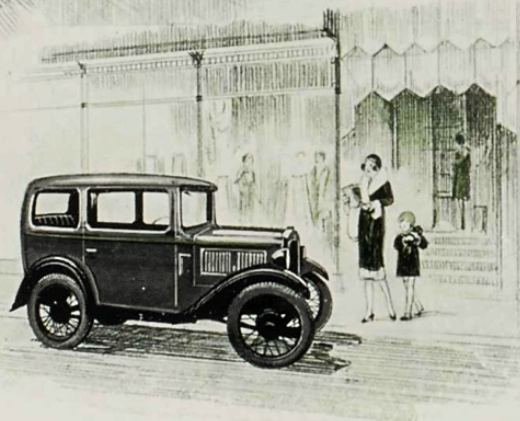


THE neat, swift, sporty little two-seater has already secured a place in the affections of the young folk, and promises to become an established favourite. The extreme handiness and easy control of the Austin Seven enable the driver to negotiate the fluctuations of city traffic much more readily than the man driving a big unwieldy car could possibly do. Its instant acceleration and rapid get-away are truly remarkable.



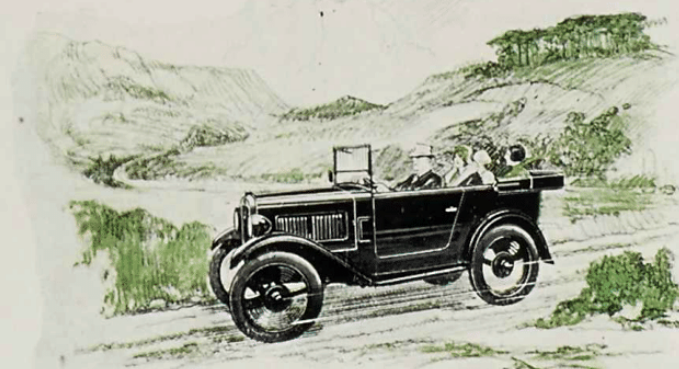
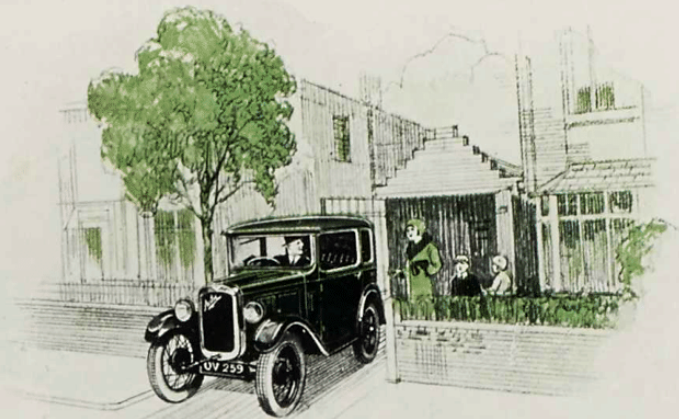
THE steering is so light, the change speed so simple, and the brakes so effective that they do not require strength for their operation, therefore, driving is always a pleasure.

These are without doubt some of the reasons why the Seven is so highly appreciated by lady drivers, who find the wide doors, comfortable seats, and ample vision, ideal for driving when making calls or on shopping expeditions.



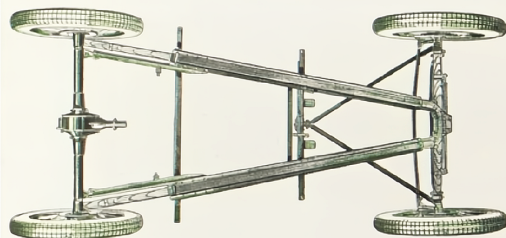
be taken into and out of places where no other car can go.

Even in narrow country roads, and in awkward situations the Seven is able to pass other vehicles where an ordinary car would be in difficulties.



In such a car it is an added pleasure to reach moorlands where the roads are mere tracks, and spots which are not easily accessible to larger vehicles. Hundreds of miles may be travelled in comfort and without fatigue.

WHY THE AUSTIN SEVEN EXCELS



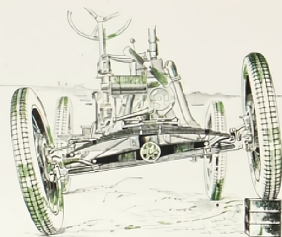
THE arrangement of the chassis frame is distinctive. It is triangular in form and gives three point suspension of the engine and body of the car. This feature of design resists distortion and permits light construction without sacrifice of maximum strength.

Each member of the frame is formed of channel section pressed steel, and is of greatest strength, combined with lightness.

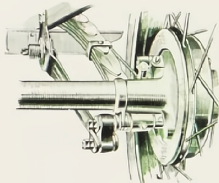
The front axle is constructed from a high grade steel stamping of "I" section, and is kept in proper fore and aft relation to the chassis by two torque members. These are connected at their front ends to the chassis at points near the swivel axle, and the rear ends are joined together on to a ball pin (Patent No. 197,517), securely fastened to the frame cross member.

A transverse spring carries the chassis frame above its central point (Patent No. 200,908). This permits ample riding movement of the road wheels, while passing over tracks or rough surfaces, and the flexibility counters the straining effect upon the chassis, prolonging the life of both chassis and bodywork and preventing squeaking and rattling.

The rear quarter elliptic springs extend from the chassis side members in the same straight line (Patent No. 200,236). They are connected to the rear axle very close to the road wheel. This ingenious arrangement prevents undue leverage and strain, thereby carrying the load in the most effective manner.



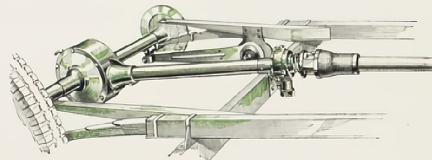
THE final drive is by helical bevel gear carried on ball bearings, and this is the best known form of silent and efficient transmission. The propeller shaft is in two parts, the rear portion enclosed in a torque tube (Patent 281,495) which is universally mounted at its front end (Patent No. 204,350) on the frame cross member. This has been found to be the most suitable type of transmission for a light car.



The adjustment of the gears is easily accomplished when required.

It is of the first importance that the rear axle should be of minimum weight and maximum strength, and thus reduce the burden of "unsprung weight," and so save tyre wear. This is an outstanding feature of the Austin Seven.

The long shock absorbers greatly assist the rear springs to give the best riding comfort—an obvious advantage. The ends of the shock absorbers are fitted with rubber bushes to prevent rattle.

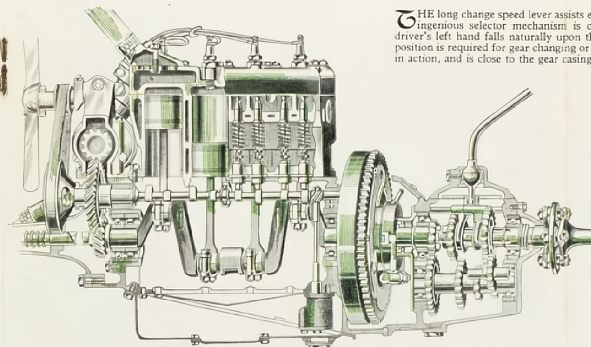
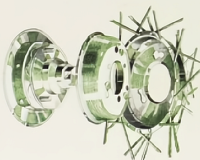


THE wheels are remarkably easy to detach or replace, three special cone wheel-nuts are loosened by means of a brace, and the wheel after being slightly turned is pulled off with practically no effort (Patent No. 202,361). The brake drums come away after three screws are withdrawn (Patent No. 202,039) and in relining the brakes when that becomes necessary, the owner driver readily accomplishes a by no means difficult operation.

When the wheels are removed, it is an easy matter to grease both front and rear hubs.

The four wheel brake gear is simple and of ample power, the means of adjustment easy and readily accessible, so that there is no inclination to leave these attentions undone; with the result that there is always instant braking control, with absolute dependability—which is the vital factor of safety.

When the little attentions, which every car requires are given, the design of the Austin Seven will be found convenient and labour saving. This is a great point for owner drivers, and an incentive to keep the car tuned up.



THE Austin four cylinder monobloc engine has become the world's standard for small cars, and is produced in very large numbers in America and on the Continent in preference to other designs.

Ample water cooling spaces of the monobloc, combined with the large radiator and easily adjusted fan are effective in keeping down the engine temperature in tropical climates.

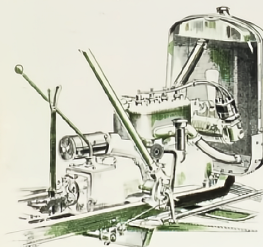
The crankshaft is of sturdy dimensions. It runs on ball bearings, and is statically and dynamically balanced, which ensures sweet and vibrationless running at all speeds.

All moving parts, such as pistons, connecting rods, etc., are balanced a small fraction of an ounce. This also contributes to the reduction of vibration.

Full and constant lubrication is provided by oil forced under pressure to the crankshaft (Patent No. 199,540) connecting rods and other parts of the mechanism.

A very distinct aid to keeping the engine in first-class running order is the ease with which all adjustments of valves, tappets, carburetter, ignition, oil replenishing, and other little attentions are made.

The dynamo and distributor are conveniently placed for inspection or adjustment, and in the event of passing along flooded roads, are situated as nearly "high and dry" as is possible.



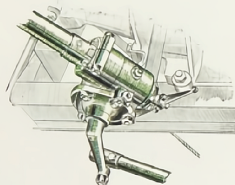
THE long change speed lever assists easy and convenient gear changing. The ingenious selector mechanism is covered by Patent No. 206,892. The driver's left hand falls naturally upon the top of the lever, and no movement of position is required for gear changing or braking. A single plate clutch is smooth in action, and is close to the gear casing (Patent No. 199,574).

The starter switch, conveniently placed near the left hand, may be operated without movement upon the driver's seat.

There is an unobstructed view of the well equipped instrument board with its various indicators and switches.

The actions of the clutch and brake pedals are light; so easy indeed as to make them admirably suited to lady drivers. The accelerator pedal is at the right of the brake pedal, and both in very convenient positions for instant use.

The steering column is held rigid and secured to the body by a special clip (Patent No. 283,736).



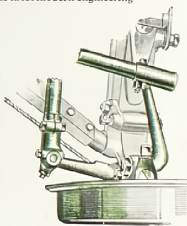
A large diameter steering wheel makes accurate direction of the car a simple matter, and as the engine controls are within finger's reach, confidence and comfortable driving is assured.

The steering worm and wheel (Patent No. 200,243) are similar to those used in large, high powered cars and conform to the most modern engineering practice.

Simple adjustments (Patent No. 200,465) performed with ease, enable the owner to maintain this important part of the mechanism in full efficiency, so there is always comfortable and exact steering control.

The links of the steering mechanism are of generous proportions and give a wide safety margin. This is an important point, because weak links subjected to the shock of a slight collision may break, and the car would be out of control.

Ample safety margin in the proportions of each member, high quality materials and frequent tests during construction are Austin practice.



*Write for full descriptive
and illustrated catalogue*

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